

Rustam Karimov

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Digital Designer with 4+ years of experience in UX/UI, product, visual, and graphic design. Passionate about crafting visually compelling, user-centric digital products that elevate experiences. Works closely with cross-functional teams to develop impactful solutions by listening to users and addressing their needs.

EXPERIENCE

UX/UI Designer

CityCall Contact Center, Remote

08/2022-Present

- Collaborated with product and engineering teams to design and document 20+ reusable UI components for a React-based design system, reducing redundant styles by 23% and cutting developer handoff time by 14% across 2 product teams.
- Supported UX research, strategy, and early data analysis for a call center app extension with the TPA UX team, informing product approach and decisions from closed testing before small-scale pilot deployment.
- Delivered design guidelines, accessibility standards, and Figma documentation for scalable UI components in collaboration with product and engineering teams.
- Redesigned CRM components using user research, improving task completion rate by 11% and supporting data-driven decisions for the business team.

Digital Experience Designer

Advanta Design Agency, Remote

06/2021-07/2022

- Co-designed websites, mobile interfaces, marketing campaigns, and brand visuals for 10+ small and mid-sized businesses across retail and healthcare, improving digital presence and brand consistency.
- Developed user research plans, user flows, and curated layouts, color, typography, icons, and imagery.
- Refined interaction flows and co-designed 4 responsive web and mobile apps for industrial and commercial sectors, reducing user task steps by 12% and improving usability test success rate by 10%.
- Collaborated with front-end engineers using Figma and storyboarding to deliver intuitive experiences.

Digital Designer

Intenta Digital Agency, Remote

09/2019-05/2021

- Designed websites, social media content, print materials, and marketing campaigns for diverse industries, boosting brand engagement.
- Led 7+ UX audits and usability testing to resolve navigation and accessibility issues, improving task success by an average of 9%.
- Maintained consistent branding and visuals across digital and print, strengthening brand recognition.
- Managed 18+ client accounts, overseeing design requests, providing creative direction, and ensuring project success.

EDUCATION

Bachelor of Science in Graphic Design

Moscow University for the Humanities (MosGU)

SKILLS

UX/UI Design, AI-Assisted Design, Wireframing, Research, Graphic Design, Prototyping, Typography, User Testing, Design Thinking, Photoshop, Layout Design, Branding and Identity, Figma, Illustrator, Design Systems, Visual Communication, ChatGPT, Framer AI, Uizard, Midjourney, Prompt Writing, Notion AI